

State of Texas  
County of Tarrant  
City of Grapevine

## MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, February 15, 2018 at 8:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 South Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Board Member - Chair
Mark Terpening	Board Member
Dan Weinberger	Board Member
Iain Scouller	Board Member
Sharron Spencer	Council Liaison

Constituting a quorum, with the following liaisons and staff members present:

Becky Hummer	Heritage Foundation Liaison
Theresa Mason	Chamber of Commerce Liaison
Paul W. McCallum	Executive Director
Paula Newman	Managing Director, Administration/Operations
Brady Closson	Managing Director, Sales/Marketing
Lindy Bell	Assistant to the Executive Director

Absent:	Jim Quinn	Board Member
	Cynthia Blankenship	Board Member
	Keith Spinden	Board Member
	Debi Meek	Alternate Board Member

### **CALL TO ORDER**

Board Chair, Joe Szymaszek, called the meeting to order at 8:02 a.m.

### **APPROVAL OF MINUTES**

Motion was made by Dan Weinberger, seconded by Iain Scouller to approve minutes from the January 18, 2018 meeting. Motion prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Scouller

Nays: None

### **LIAISON UPDATES**

#### **Heritage Foundation Activities**

Becky Hummer reported that the Grapevine Heritage Foundation met with the Grapevine Historical Society on Monday, January 29<sup>th</sup>, to discuss and plan upcoming events. The Foundation's Board will meet Wednesday, February 21<sup>st</sup>.

#### **Nash Farm**

Nash Farm celebrated the First Friday program with February's President's Day, specifically, George Washington's birthday. Attendees shared in George Washington cakes and punch, made paper soldier hats and marched to a bugle. On Saturday February 3<sup>rd</sup>, the Farm hosted guests who made Victorian Valentines and the following Saturday, February 10<sup>th</sup>, a Victorian Candy Making workshop was held.

Educational events are aided by sponsorships from businesses. Sponsorship information was made available encouraging those interested to sponsor Tarrant County's oldest farmstead in educating future generations in the preservation of Grapevine's heritage.

Upcoming events at Nash Farm include a 19<sup>th</sup> Century Farm Meal Workshop March 3<sup>rd</sup> with demonstrations by historic culinary educators preparing a meal on a wood cook stove. The Nash Farm Supper-Farm to Fork is scheduled for Friday evening, April 27<sup>th</sup>. Tickets are limited and currently on sale.

Becky Hummer left the meeting at 8:05 a.m.

#### **Chamber of Commerce**

Theresa Mason reported on Chamber of Commerce activities and upcoming events. The Chamber's 2018 Community Guide is ready and available for all members and copies were distributed to Board members. The second annual Vets Procurement Fair is scheduled for Wednesday, February 21<sup>st</sup>, from 9:00 a.m. to 2:00 p.m. Currently, all booths are sold.

The Chamber membership luncheon is scheduled on this date with Ross Patterson discussing "How to Engage Millennials."

### **SALES & MARKETING REPORT**

Mr. Closson reported that for January, the convention and leisure sales team had 88 sales leads sourced to Stakeholder hotels with 93,000 potential room nights and a potential economic impact of \$35 million. 16 groups have been booked representing 40,000 room nights with an economic impact of \$13 million. There were 3 site inspections representing approximately 4,900 potential room nights and \$2 million potential economic impact.

The Visitor Information Center and Settlement to City and Depot welcomed 6,100 guests. The Depot is currently closed for the season. Approximately 140,000 brochures were distributed locally, statewide and nationally.

Destination Services assisted 9 groups representing 10,000 attendees with an economic impact of over \$10 million.

Grapevine visitor shuttle ridership for January was approximately 2,600 riders.

The Convention Center, Palace Arts Center and Concourse hosted a combined 62 events with 12,750 in attendance and booked 82 new definites anticipating an economic impact of \$840,000.

The website welcomed over 73,000 total visitors in January with unique visitors totaling 58,000.

For marketing, there were nine print trade publication insertions resulting in 117,000 in circulation. Online (GROUP) Advertising had three listings which generated 154,000 impressions. Print consumer publications had 12 insertions representing 366,000 circulating impressions.

Digital advertising had 6 listings generating 3.4 million impressions.

Thematic advertising for TV and radio begins the week of February 19<sup>th</sup> promoting New Vintage Wine and Gallery Trail and Blessing of the Vines.

Communications generated 5 press releases. Print ad value for January exceeded \$750,000 representing 2.1 million circulation impressions while TV/radio publicity had nine stories valued at \$8,000 and a reach of 566,000.

No action was taken by the Board.

## **OLD BUSINESS**

### **30<sup>th</sup> Annual St. Patrick's Day Celebration/Sales Mission**

Mr. Closson provided additional information to the Board regarding the upcoming 30<sup>th</sup> Annual St. Patrick's Day sales mission to New York City scheduled for Thursday, March 15<sup>th</sup>, through Sunday, March 18<sup>th</sup>. Invitations have been distributed to over 640 meeting planners and group media representatives in the New York, New Jersey and Connecticut areas. Over 1,400 e-mail invitations have been sent and responses are already being received.

Mayor Tate, several City Council representatives and Board members will be attending and taking part in sales calls as well as hosting events. Their participation helps to emphasize City leadership's commitment to promote Grapevine and its many features and opportunities to conventions and meetings of all sizes.

### **NEW BUSINESS**

#### **Grapevine Main Groundbreaking**

Mr. McCallum reported that the official groundbreaking for Grapevine Main will be Wednesday, March 7<sup>th</sup>, 10:00–11:30 a.m. with lunch immediately following.

Collaborative efforts between the City of Grapevine, Courty Hospitality, Pure Grey and Street Sense brought involved entities together to collaborate on all facets of the project including creation of a logo for the complex. Mr. McCallum provided samples to the Board of the official logo along with various color variations reflecting the logo's ability to adapt easily to City of Grapevine colors as well as the red, white and blue colors of TEXRail. Souvenirs of the historic day will be distributed to attendees. Completion of the Grapevine Main complex is anticipated for the summer of 2019.

#### **GVRP TABC Permit**

Mr. McCallum presented information regarding the need for an alcoholic beverage permit for the Grapevine Vintage Railroad. Two primary reasons were discussed for the necessity of the permit. Alcoholic beverage consumption is not possible on TEXRail commuter trains and the addition of a new consist in 2019 on GVRP, increases the demand for private and evening events. The GVRP coach will become a themed beverage experience and beginning in 2019 all train staff will wear period dress. After discussion, motion for endorsement was made by Mark Terpening and endorsed by Dan Weinberger.

The motion was endorsed unanimously.

### **HOTELS/ATTRACTIONS ACTIVITIES**

Mr. Closson up-dated the Board on the expansion at the Gaylord Texan. May 1<sup>st</sup> is the projected opening date. Rooms are currently being actively sold with 100 rooms opening one week apart for three weeks. The Vineyard Tower, part of the expansion, will have 86,000 square feet of meeting space. The DFW Hyatt Regency will be starting a new capital improvement project in the coming months. The Embassy Suites will begin a full guest room renovation to compliment the recently-completed public space renovation. Work will begin in August with a push for completion prior to January. Perry's Steakhouse is now open for dinner Monday through Saturday and lunch on Fridays.

**Activities**

Mr. McCallum reminded Board members of the Legends of Tourism induction ceremony on Tuesday, February 27<sup>th</sup> with an encouragement to rsvp if not already done. The Blessing of the Vines is scheduled for Saturday, April 14<sup>th</sup> in conjunction with the dedication of the public art commissioned by the Wine Pouring Society.

**ADJOURNMENT**

Next meeting of the Board will be March 15<sup>th</sup>. There being no further business to come before the Board, a motion was made by Mark Terpening and seconded by Iain Scouller to adjourn the meeting at 9:01 a.m. Motion prevailed by the following vote:

Ayes: Szymaszek, Scouller, Weinberger, Terpening

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS  
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS  
15<sup>TH</sup> DAY OF MARCH, 2018.

APPROVED:

  
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Joe Szymaszek  
Board Member - Chair

ATTEST:

  
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Lindy Bell  
Assistant to the Executive Director